



## **BOROPLUS SURGES AHEAD BY 30 RANKS IN THE PRESTIGIOUS BRAND EQUITY MOST TRUSTED TOP 100 BRANDS SURVEY 2016**

### **Brand sails high with a whopping consumer trust**

**Kolkata, 25th January, 2017:** BoroPlus, one of the major Power Brands from the house of Emami Limited gains whopping Consumer Trust as it **moves ahead by 30 rankings to the 54th position** in the recently published **Brand Equity Most Trusted Top 100 Brands Consumer Survey 2016**. In 2015, BoroPlus was ranked in the 84th position.



Speaking on the occasion, **Ms. Priti. A. Sureka, Director, Emami Limited**, said, “Economy as a whole has been facing a depressed consumer sentiment in recent times. Despite this, it is heartening to see brand BoroPlus not only registering a good volume growth of around 15% but also successfully improving its ‘Consumer Trust’, which ultimately drives a brand. Customer centricity has been at the heart of our brands and this is reflected in the recently conducted prestigious consumer survey of Brand Equity Most Trusted Top 100 Brands. Consumers have reposed their full faith in BoroPlus leaving behind many competing major national and multinational personal care brands. This kind of consumer faith motivates us to offer more effective and innovative skincare solutions in the days to come for all.”

Conducted by Nielsen, Brand Equity Most Trusted Brands is considered to be one of the largest consumer surveys of its kind in India. In 2016, the survey was conducted with a design sample of 6,595 respondents – distributed across socio-economic classifications, age, gender, income, marital status and geography. In total 372 brands were considered for the 2016 consumer survey. The Most Trust Brand survey covered 13 cities, including all the major metros like Delhi, NCR, Lucknow, Chandigarh, Kolkata, Patna, Bhubaneswar, Mumbai, Ahmedabad, Indore, Chennai, Bengaluru and Vijayawada. The respondent profile included Chief Wage Earners (CWE), Housewives (HW: 15-60 yrs), Youth (Not CWE/HW, 15-25 yrs) and Older (not CWE/HW, 26-60 yrs) and the survey was restricted to NCCS (New Consumer



Classification) AB with a view to focus on the prime target audience for most branded products & services.

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#### **About Emami Ltd**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 15% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit [www.emamltd.in](http://www.emamltd.in) for further information.

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